

Social Media Strategy Surpasses Recruitment Goals for Regional HVAC Company

A leader in the industry for 20 years, Charlotte Mechanical needed more employees to continue its massive growth in the Charlotte, Raleigh and Charleston markets.



Objectives

Charlotte Mechanical did not need more customers when they came to Next Page in 2023. Instead, they needed more qualified candidates applying for their open positions. They also wanted to showcase the many benefits of working with a team like Charlotte Mechanical that cannot be captured with a benefits package. Namely, it was important to show the family-focused and career-building culture that existed within the organization.

Solution

Charlotte Mechanical already had a solid marketing base and exposure on social media with over 1.5k followers on LinkedIn, over 1.6k followers on Facebook, and over 600 followers on Instagram. Therefore, Next Page implemented an organic marketing strategy that would take a little longer to see results (typically around six months) but would be a more authentic, cost-effective option.

Next Page began building a strategy for each of their channels including Instagram hashtags and thought-leadership articles. Not only was it key to connect with current and potential followers, but it was also important to showcase the benefits of working in a trade in 2023.


Wins: Qualified Applications Increased 10:2

The posts that directed followers to apply for a job had by far the most engagement month over month, according to social media analytics. These posts increased engagement by at least 100% on each channel and were considered leading outcomes towards Charlotte Mechanical's ultimate goal.

That goal proved reachable when after several months of data, Next Page and the Charlotte Mechanical HR team were able to review past performance of the organization's job application history. In 2022, the organization received an average of 2 qualified applications (applications that they moved forward with) per month. With Next Page's social media strategy in place, this increased to more than 10 qualified applications (averaging 10.6) per month during the same period in 2023.

Leading and Lagging Outcomes

 **ENGAGEMENT INCREASE**
LinkedIn 301%
Facebook 228%
Instagram 135%

 **CLICKS TO JOB POSTING**
Facebook 231 clicks
LinkedIn 54% of users



Sharon Shipp

Human Resources Manager

"Next Page has done a fabulous job of engaging more qualified employment candidates across our social media platforms. They have brought enhanced visibility to all that Charlotte Mechanical offers."